

A Study on the Employment Promotion Mechanism of Vocational College Students under the Background of School Enterprise Cooperation - A Case Study Based on X College

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Abstract: Full employment of vocational college graduates is a key factor for social development and stability. School enterprise cooperation is of great significance in promoting zero distance interaction between schools and enterprises, strengthening education and teaching reform, improving the quality of student education, and achieving efficient employment. Strengthening school enterprise cooperation is conducive to cultivating high-quality technical and skilled talents that highly match market demand, and is in line with the new trend of current vocational education reform and development. Therefore, from the perspective of school enterprise cooperation, this article takes the dual education of Shenzhen Vocational and Technical College and the improvement of students' employability as a case study, studies how to strengthen the employability of vocational college students, and puts forward several suggestions to effectively strengthen students' employability and improve job quality.

Keywords: School enterprise cooperation; Vocational colleges; Employment guidance

1. The significance of carrying out school enterprise cooperation in higher vocational colleges

1.1 School enterprise cooperation model further clarifies the direction of student training

In recent years, due to the gradual adjustment and upgrading of China's socio-economic development and industrial structure, there have been significant changes in the requirements for talent cultivation in vocational colleges. In terms of the original talent cultivation process, vocational colleges need to carry out uninterrupted reform and innovation, establish a collaborative education mechanism through school enterprise cooperation, and jointly develop talent cultivation plans and plans with enterprises, so as to comprehensively improve students' theoretical foundation and innovative creativity, and cultivate a group of comprehensive vocational talents for China's socialist modernization construction.

1.2 School enterprise cooperation model further enhances the matching degree of student employment

After entering society, the adaptability of vocational college students to their positions mainly manifests in whether they can integrate into the work environment in a timely manner, adapt to the work position, and other aspects. It should be pointed out that different positions require different vocational skills and qualities from students. Internship during school enterprise cooperation can provide students with a clearer understanding of job development and self construction, thereby realizing their shortcomings in adapting to the position and continuously optimizing and improving their own development plans. From this, it can be seen that the school enterprise cooperation model can further enhance the employment matching of students, and also help enterprises to do a good job in talent matching and identification, thus playing a win-win role.

1.3 School enterprise cooperation model further enhances student employability

Essentially, the school enterprise cooperation between vocational colleges and enterprises is mainly reflected in the exchange and sharing of resources between schools and enterprises, achieving a win-win situation between enterprises and schools through the

construction of a community with a shared future. Therefore, schools must fully leverage their educational functions and provide high-quality technical talents to enterprises through high-quality vocational skills education. In the process of school enterprise cooperation mode, vocational college students can also have a clearer understanding of modern enterprise development mode and workflow, so as to achieve clear self positioning and career path planning. This is of great positive significance for the development of their own employment ability and the improvement of their comprehensive quality.

2. Dual Education of Two Schools and Enterprises to Promote Employment - A Case Study Based on Shenzhen Vocational and Technical College

2.1 Establish and improve a mechanism for integrating industry and education management

In order to solidly promote school enterprise cooperation and deepen the integration of industry and education, the school has successively issued management documents such as the “Implementation Plan for Shenzhen Vocational and Technical College’s Characteristic Industry College (2.0 Edition)”, “Management Measures for Modern Apprenticeship Pilot System”, “Guiding Opinions on the Pilot System of” Academic Degree Certificate+Vocational Skill Level Certificate “,” Management Rules for Characteristic Industry College “, and completed the” Management Measures for Enterprise Order Class “and” Management Measures for Craftsman Elite Class “ Actively implement the “Nine Commons” dual education model of schools and enterprises.

Case 1: Integration of industry and education helps cultivate innovative talents in biopharmaceuticals

Huada Gene Co., Ltd. is committed to promoting the integration of industry and education. With the help of the Drug Biotechnology major at Shenzhen Vocational College, it has successfully applied for the Guangdong Province Industry Education Integration Enterprise Construction and Cultivation Project. In 2020, it was approved as an industry education integration enterprise in Guangdong Province and Shenzhen City. Based on the industry education integration platform, the Drug Biotechnology major at Shenzhen Vocational College and Huada Gene have been involved in professional talent cultivation, course development, teacher cooperation, student competitions, and base construction Carry out in-depth and effective cooperation in areas such as internship and employment. Co build two courses, “Genetic Engineering Technology” and “Basic Bioinformatics Training”. In the past two years, we have provided 4 part-time teachers for the school and received nearly 40 internships and employment opportunities from students each year. The professional abilities of students in enterprise internships and employment have significantly improved, and most of them have become backbone of enterprises, resulting in a significant win-win situation for schools and enterprises.

2.2 Relying on Industrial Colleges to Promote School Enterprise Cooperation

The school firmly grasps the trend of technological and industrial innovation and development in Shenzhen, and jointly establishes characteristic industry colleges with leading enterprises, leading enterprises, scientific research institutions, etc. Based on the Industrial College, we will innovate and diversify our educational system, integrate high-quality social resources, and jointly build majors that target the forefront of global industrial development and match key industries. We will cultivate professional talents for the Guangdong Hong Kong Macao Greater Bay Area and Shenzhen International Science and Technology and Industrial Innovation Center.

Case 2: Implementation of Dual System Teaching in Packaging Planning and Design

Since 2019, the Packaging Planning and Design major of Shenzhen Vocational College has successfully held 5 dual class programs in the packaging field, relying on the characteristic industry college of Yutong College of Graphic and Cultural Communication of Shenzhen Vocational College, and jointly trained a total of 120 students. This mode of teaching has achieved remarkable results, and graduates have strong comprehensive practical abilities, which are quite popular among enterprises. At present, the school continues to expand its dual system teaching with multiple companies, and practical projects cover multiple categories such as alcohol, tea, mooncakes, agricultural and sideline products, museum cultural and creative products, all of which come from the actual commercial needs of various cooperative enterprises.

2.3 Actively exploring the “modern apprenticeship system”

The school is committed to building a modern apprenticeship talent training model, focusing on cultivating high-quality talents and building a comprehensive school enterprise cooperation model. In the process of practical teaching, we should maintain close contact with major enterprises, establish a school enterprise cooperation and joint education mechanism, and jointly cultivate composite innovative high-quality technical and skilled talents that meet the needs of the intelligent era.

Case 3: Practicing the Training Model of Apprenticeship in Catering and Food Industry

The School of Food and Drug of Shenzhen Vocational College has collaborated with Shenzhen Xianyu Catering Management Co., Ltd. to carry out apprenticeship talent training. Starting from the spring of 2020, it has been recruiting students and has trained a

group of high-quality comprehensive management talents in the catering and food industry from multiple dimensions such as food, nutrition, processing, and safety. Both schools and enterprises cooperate to apply for provincial-level educational research and reform projects, explore the apprenticeship talent training model in the catering industry, jointly develop 14 professional courses for positions and cooperative enterprises, and form 14 curriculum standards. The teaching team is composed of industry masters, enterprise experts, and campus teachers, successfully building a complete talent training system, and providing a promotable talent training model for modern catering apprenticeship talent training.

3. Measures to enhance the employability of vocational college students from the perspective of school enterprise cooperation

3.1 Utilizing the order based training model for talent cultivation

The application of order based training, a new type of class form established according to the actual needs of enterprise operation, can be called “order based class”. During the education and teaching period, the traditional planned supply is mainly used as the basis to provide driving force for talent cultivation, promoting the cultivation of employment ability in the class to further meet the actual development needs of the market economy, Encourage vocational college students to step out of the theoretical content in textbooks and personally enter the frontline factories and workshops of enterprises, improve their practical operation level, and also exercise their own employability.

3.2 Building a more comprehensive evaluation standard for the employability of vocational college students

When evaluating the employability of students, an evaluation system applicable to the school should be established. The evaluation targets the students of our school, and the evaluators include on campus guidance teachers and professional technical guidance personnel from enterprises. Before graduation, conduct a comprehensive assessment to help students understand their employability and identify their shortcomings. In addition, vocational colleges should establish a tracking system for the employment situation of graduates to understand their job adaptability during the employment period, and also provide more authentic reference basis for the subsequent professional settings and adjustment of employment teaching content of the colleges.

3.3 Increase the participation of enterprise vocational college students in cultivating their employability

In vocational colleges, it is crucial to strengthen the participation of enterprises in cultivating students' employability when it comes to cultivating their employability. By stimulating the motivation for social public welfare services, the intimacy of school enterprise cooperation can be strengthened. In this process, it is necessary to fully mobilize the sense of responsibility of social enterprises and encourage them to actively participate in the cultivation of employment ability in vocational colleges. This can not only help enterprises establish a positive public welfare image during their participation in the teaching process, but also lay the foundation for their future development and receive more preferential policy support from the government.

4. Conclusion

From the perspective of school enterprise cooperation, in order to further enhance the employability of students during vocational education, it is necessary to deeply analyze existing problems, summarize the factors that cause problems, and prevent and solve the problem of cultivating employability in vocational colleges from the root. Vocational colleges can help students improve their personal employability by promoting teaching models such as order based training or project-based teaching; At the same time, it is necessary to improve the evaluation criteria for the employability of students in the institution to make them more practical. In addition, it is necessary to strengthen cooperation with off campus enterprises, increase their participation in the cultivation of student employability, and ultimately help optimize the overall employability of vocational college students, achieving comprehensive development after entering society.

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